

Phase 1 APPLICATION QUESTIONS

Basic Information (nonprofit and for-profit)

1. Applicant Name: (First, Last)
2. Organization Name
3. Contact information: Email, Phone, Organization Address
4. Our organization (select all that apply): **(all three must be checked to move to the survey)**
 - Is a viable, revenue generating enterprise (either nonprofit or for-profit company) with a product or service already on the market or in use
 - Exists to address important social and/or environmental challenges that exist in Wisconsin through our products, services or operations
 - Has a base of operations in Wisconsin
5. I (the applicant) am a **(select one)**
 - Founder
 - Manager
 - Executive Director/CEO
 - Employee
 - Board member/advisor
 - Other (please explain)
6. Are you a current student in Wisconsin
 - Yes
 - no
7. My organization's/company's relationship to Wisconsin is: **(check all that apply)**
 - Operations are headquartered in WI
 - At least one base of operations is located in Wisconsin
 - Founder or current ED/CEO graduated from a school of higher education in Wisconsin
 - Investors are from Wisconsin
 - More than 50% of our customers/clients are located in Wisconsin
 - Other (describe)
8. Please identify the UN Sustainable Development Goal that best aligns with your organizations mission (We will make this a drop down with the following sectors)
 - No Poverty
 - Zero Hunger

Phase I application – 2020/2021

- Good Health and Well-being
- Quality Education
- Gender Equality
- Clean Water and Sanitation
- Affordable and Clean Energy
- Decent Work and Economic Growth
- Industry, Innovation, and Infrastructure
- Reducing Inequality
- Sustainable Cities and Communities
- Responsible Consumption and Production
- Climate Action
- Life Below Water
- Life On Land
- Peace, Justice, and Strong Institutions
- Partnerships for the Goals

9. Number of employees.

Calculate the number of individuals on the payroll of the organization using a full-time equivalent (FTE) basis, or approximately 40 hours per week. Part time and temporary employees should be calculated by average number of hours worked per week and the length of employment per year. Full time equivalent employees should exclude independent contractors, interns, temporary workers employed through an agency, and working owners.

10. The organization is incorporated as a (**check one**)

- For profit entity
- Nonprofit entity

For-Profit Questions

1. Provide your mission statement. (*paragraph*)
2. My company's revenue for calendar year 2019 was: (*check one*)
 - <\$50,000
 - More than \$50,000 but less than \$100,000
 - More than \$100,000 but less than \$500,000
 - More than \$500,000 but less than \$1,000,000
 - More than \$1,000,000 but less than \$10,000,000
 - More than \$10,000,000
3. My company has been in existence: (*check one*)
 - < 1 year
 - Between 1 and 3 years
 - Between 3 and 5 years
 - Between 5 and 10 years
 - More than 10 years
4. Was your company created for a purpose broader than maximizing return to your investors/owners? (*check one*)
 - Yes
 - No
5. Describe the social/environmental issue your organization is addressing? What are some of the root causes of this issue? (200 words or less)
6. *How is your specific business approach generate revenue and create social impact in Wisconsin? (200 words or less)*
7. What are the key performance indicators (KPIs) or metrics that your organization tracks at least annually to determine if you are meeting your social or environmental objectives and demonstrating significant impact in Wisconsin? Provide at least (1) quantitative KPI (a metric, number, or stat) and (1) qualitative (impact story) KPI that demonstrates your success.
8. Describe the key stakeholders/clients/consumers that benefit from your organization with a particular emphasis on impacts in Wisconsin. **Provide specific examples and outcomes** of the positive social/environmental outcomes that **arise from your operations and how you create lasting change.** (200 words or less).

Phase I application – 2020/2021

Supplemental materials (optional)

Submit up to three supplemental materials such as websites, brochures, annual reports, etc. that demonstrate your commitment to being a force for positive change.

Supplemental Questions

These questions are optional and are only required to be considered for one or more of the special consideration prizes being offered as part of the fourth Force for Positive Change awards competition.

To qualify for any of the supplemental award prizes, applicants must complete the Phase I application for either for-profit or non-profit entities, as appropriate, in addition to one or more of the supplemental questions. Applicants will be evaluated based on their Phase I applications and on the extent to which they address the concerns raised in the supplemental questions. Applicants will be notified regarding advancement to Phase II on January 25, 2021

Pandemic Pivot Supplemental Question

COVID-19 has wreaked havoc on for-profit and nonprofit businesses large and small. The pandemic has forced many entrepreneurs and supporting organizations to have to pivot their business models, partnerships, or programs/services. We want to recognize and celebrate an organization in Wisconsin that has had to make a pivot in the last year that has allowed them to effectively serve stakeholders and create impact in Wisconsin

Please explain about how your organization pivoted during 2020 as a result of the COVID-19 pandemic. How did this create value, better serve stakeholders, and position your organization to create increased impact in Wisconsin.

Rural Prosperity Supplemental Question

Wisconsin's rural communities represent everything Wisconsin is known for and celebrates. Likewise, Wisconsin's success depends on the success and resiliency of rural economies and communities throughout the state. In partnership with the WEDC, this award will recognize a social entrepreneur, including innovative farmers addressing social needs in their communities, or a supporting organization that is working through innovative and sustainable means to create prosperity, vibrancy and prosperity for rural communities.

Please explain how your organization has created programs, resources, or innovative opportunities that have positively impacted the fabric of rural communities in Wisconsin, leading to rural prosperity. Explain who has directly benefited from this work and how they have been directly impacted.

Equity and Inclusion Supplemental Question

Phase I application – 2020/2021

Earlier in 2020, Governor Evers noted that “Racism itself is a public health crisis, one that impacts every facet of our life”. Wisconsin, he said, “continuously ranks among the worst in the nation in disparate outcomes for marginalized populations.” This award serves to lift up an organization that is working to dismantle structural racism in Wisconsin.

Please explain how equity and inclusion is baked into your organization at every level and point to specific examples of what the organization is doing to dismantle structural racism in Wisconsin.

IF NONPROFIT, THE NEXT QUESTIONS WILL APPEAR

1. Provide your mission statement (*paragraph*)
2. My organization's budget for calendar year 2019 was:
 - Less than \$50,000
 - More than \$50,000 but less than \$100,000
 - More than \$100,000 but less than \$500,000
 - More than \$500,000 but less than \$1,000,000
 - More than \$1,000,000 but less than \$10,000,000
 - More than \$10,000,000
3. My organization has been in existence (*check one*)
 - Less than 1 year
 - Between 1 and 3 years
 - Between 3 and 5 years
 - Between 5 and 10 years
 - More than 10 years
9. Describe the social/environmental issue are you addressing? What are some of the root causes of this issue? (200 words or less)
10. How does your organization work on solving the social/environmental issue and root causes described above? How is your specific approach innovative and how does it create social impact in Wisconsin? (200 words or less)
11. Describe the revenue-generating aspect of your organization and how this operation relates to, funds or otherwise supports your overall organization mission. Please note what percentage of the total budget is revenue generating vs. fundraising? (200 words or less)
12. What are the key performance indicators (KPIs) or metrics that your organization tracks at least annually to determine if you are meeting your social or environmental objectives and demonstrating significant impact in Wisconsin? Provide at least (1) quantitative KPI (a metric, number, or stat) and (1) qualitative (impact story) KPI that demonstrates your success.
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